

**MULTIPLE CHOICE QUESTIONS**

1. Good marketing is no accident, but a result of careful planning and \_\_\_\_\_.

**execution**

selling

strategies

research

2. Marketing management is \_\_\_\_\_.

managing the marketing process

monitoring the profitability of the company's products and services

**the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value**

developing marketing strategies to move the company forward

3. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

An image

**A service**

A good

An idea

4. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers.

people

buying power

demographic segment

**market**

5. The \_\_\_\_\_ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

production

**selling**

marketing

holistic marketing

6. Which of the following would be the best illustration of a subculture?

**A religion.**

A group of close friends.

Your university.

Your occupation.

7. The buying process starts when the buyer recognizes a \_\_\_\_\_.

Product

an advertisement for the product

a salesperson from a previous visit

**problem or need**

8. If actual performance exceeds the expected performance of the product, Then customer is

---

Satisfied

Dissatisfied

**Delighted**

Neutral

9. Bread and milk are which kind of products?

Specialty Products

**Convenience products**

Shopping products

Unsought products

10. Parents buy toys for their children act as \_\_\_\_\_ in the buying process.

Decider

Buyer

Maintainer

**All of the above**

11. If a firm is practicing \_\_\_\_\_, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.

double-up marketing

interactive marketing

service marketing

**internal marketing**

12. A cluster of complementary goods and services across diverse set of industries is called as \_\_\_\_\_

Market place

**Meta market**

Market space

Resource Market

13. Adding new features to a product is advocated by which of the approaches?

**Product Approach**

Production Approach

Marketing Approach

Selling Approach

14. One of the key tasks of marketers is \_\_\_\_\_ and to create consumer perceptions that the product is worth purchasing.

To make products easily visible and available

To promote sales of products

**To differentiate their products from those of competitors**

To do marketing surveys

15. What is the last stage of the consumer decision process?

problem recognition

**post purchase behavior**

alternative evaluation

purchase

16. \_\_\_\_\_ markets are made up of members of the distribution chain.

Consumer

Business-to-business (industrial)

**Channel**

Institutional

17. Which of the following is considered a “key player” in the marketing industry?

marketer

suppliers or vendors

distributors or retailers

**all of the above**

18. Marketing Mix is the most visible part of the marketing strategy of an organization.

**True**

False

19. Businesses spend most of their advertising rupees on business-to-business markets.

True

**False**

20. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

Straight rebuy purchase

Delayed purchase

**New-task purchase**

Modified rebuy purchase

21. \_\_\_\_\_ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

Consumer

Business-to-business (Industrial)

Reseller

**Institutional**

22. Which of the following is NOT considered a type of reseller?

wholesaler

retailer

**manufacturer**

distributor

23.The promotion “P” of marketing is also known as \_\_\_\_\_.

Product Differentiation

Distribution

Cost

**Marketing Communication**

24.When a company distributes its products through a channel structure that includes one or more

resellers, this is known as \_\_\_\_\_.

**Indirect marketing**

direct marketing

multi-level marketing

integrated marketing

25.In marketing theory, every contribution from the supply chain adds \_\_\_\_\_ to the product.

**value**

costs

convenience

ingredients

26.Institutional markets consist of people who buy products and services for personal use.

True

**False**

27. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?

Information search

Purchase

**Evaluation of alternatives**

Post purchase

28. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

product

**exchange**

production

customer

29. The most basic level of a product is called the:

**core product.**

central product.



fundamental product.

augmented product.

30. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

idea.

demand.

**product.**

service.

31. In \_\_\_\_\_ consumers may share a strong need that cannot be satisfied by an existing product.

negative demand

**latent demand**

declining demand

irregular demand

32. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the \_\_\_\_\_ side.

**creative**

selling

management

behavior

**33.** Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in \_\_\_\_\_.

consumer buying behavior

post-purchase dissonance

retail buyer behavior

**business buyer behavior**

**34.** The four unique elements to services include:

Independence, intangibility, inventory, and inception

Independence, increase, inventory, and intangibility

**Intangibility, inconsistency, inseparability, and inventory**

Intangibility, independence, inseparability, and inventory

**35.** Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.

**True**

False

36. The \_\_\_\_\_ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

customer-centered business

focused business model

**societal marketing concept**

ethically responsible marketing

37. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

**Learning**

Role selection

Perception

Motivation

38. Holistic marketers achieve profitable growth by expanding customer share, \_\_\_\_\_, and capturing customer lifetime value.

undermining competitive competencies

**building customer loyalty**

milking the market for product desires

renewing a customer base

39. \_\_\_\_\_ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

Market-skimming

Value-based

**Market-penetration**

Leader

40. While buying milk which kind of behaviour is displayed by a person?

Extensive problem solving behaviour

**Routinized buying behaviour**

Variety seeking behaviour

None of the above

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61. Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

Promotion

Price

**Distribution**

Product

62. The extended Ps of service marketing mix are :

People, Product, Place

Price Physical Evidence, Promotion

**Physical Environment, Process, People**

Product, Process, Physical Environment

63. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

Selling

Advertising

Barter

**Marketing**

64. What is the basic property of a service which makes it different from a product.

Shape

Size

Very expensive

**Intangibility**

65. Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening

This is what I make, won't you please buy it?

**This is what I want, won't you please make it?**

66. The task of any business is to deliver \_\_\_\_\_ at a profit.

customer needs

**customer value**

products and services

improved quality

67. The solution to price competition is to develop a differentiated:

product, price, and promotion.

**offer, delivery, and image.**

package and label.

international Web site.

68. Red Cross blood donations are considered to be specialty products and, therefore, have a specialty offer to the consumer.

True

**False**

69. You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

Modified rebuy

**Straight rebuy**

Modified straight rebuy

Consumer buy

70. Internal marketing is marketing by a service firm to train and effectively motivate its customer-contact employees and all the supporting service people to work as a team to provide customer satisfaction.

**True**

False

71. Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?

Customer perceived value

Marketing myopia

Customer relationship management

**Customer satisfaction**

72. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

Consumer markets

Government markets

**Business markets**

International markets

73. The packaging concept states what the package should be or do for the product.

**True**

False

74. Marketing managers should adapt the marketing mix to \_\_\_\_\_ and constantly monitor value changes and differences in both domestic and global markets.

Sales strategies

Marketing concepts

**Cultural values**

Brand images

75. Resellers may actually take ownership of the product and participate in the marketing, including the advertising.

**True**

False

76. The materials and ingredients used in producing the product are obtained from other companies who are referred to as distributors.

True

**False**

77. The \_\_\_\_\_ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.

**distribution chain**

network chain

supply chain

promotion network

78. \_\_\_\_\_ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Target marketing

Psychographic segmentation

Product Differentiation

**Consumer behavior**

79. A person's \_\_\_\_\_ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.

culture

subculture

psychographics

**reference groups**

demographics

80. Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT \_\_\_\_\_.

spendable income

savings and assets

debts

**occupation**

borrowing power

81. \_\_\_\_\_ is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.

Image

**Personality**

Beliefs

Heredity

Culture

82. \_\_\_\_\_ portrays the “whole person” interacting with his or her environment.

Attitude

Reference group

**Lifestyle**

Culture

Subculture

83. A \_\_\_\_\_ when it is aroused to a sufficient level of intensity.

**need becomes a motive**

motive becomes a need

desire becomes a reality

unfulfilled demand becomes a crisis

personal demand exceeds the ability to rationally reject



84. The five-stage model of the consumer buying process includes all of the following stages EXCEPT \_\_\_\_\_.

problem recognition

information search

**social interaction**

purchase decision

85. If performance meets consumer expectations, the consumer is \_\_\_\_\_.

delighted

**satisfied**

disappointed

surprised.

86. The primary purpose of marketing activities is to facilitate and encourage exchange transactions with potential customers.

**True**

False

87. Merchant wholesalers sell goods and services directly to final consumers for their personal, nonbusiness use.

True

**False**

88. A service can be defined as “any activity or benefit that one party can offer another that is essentially intangible and that does not result in the ownership of anything.”

**True**

False

89. The intangible nature of many services can create unique challenges for marketers.

**True**

False

90. Auction sites, such as eBay, QXL are examples of Consumer-to-Consumer (C2C) channels.

**True**

False

91. Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer really buying?”

Actual product

Augmented product

**Core benefit**

Co-branding

92. The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

Motive

Belief

Behavior

**Attitude**

93. How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

Belief

Subculture

Post purchase feeling

**Stimulus-response Model**

94. Which one of the following factor relates to family that influences consumer behavior?

Cultural

**Social**

Personal

Business

95. Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

**Belief**

Culture

Personality

Self-awareness

96. Which one of the following statements by a company chairman **BEST** reflects the marketing concept?

**We have organized our business to satisfy the customer needs**

We believe that marketing department must organize to sell what we produce

We try to produce only high quality, technically efficient products

We try to encourage company growth in the market

97. Which one of the following is a key to build lasting relationships with consumers?

Price of the product

Need recognition

**Customer satisfaction**

Quality of product

98. The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?

Personal characteristics

Psychological characteristics

Behavioral characteristics

**Demographical characteristics**

99. A \_\_\_\_\_ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the \_\_\_\_\_.

salesperson, customer

politician, voter

marketer, prospect

celebrity, audience

100. Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called \_\_\_\_\_.

business markets

global markets

**consumer markets**

nonprofit and governmental markets

service markets

101. The \_\_\_\_\_ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

marketing concept

**selling concept**

production concept

product concept

holistic marketing concept

102. The \_\_\_\_\_ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

**product**

marketing

production

selling

holistic marketing

103. \_\_\_\_\_ marketing has the aim of building mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.

Holistic

Demand-based

Direct

**Relationship**

Synthetic

104. One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being \_\_\_\_\_.

product, positioning, place, and price

product, production, price, and place

promotion, place, positioning, and price

place, promotion, production, and positioning

**product, price, promotion, and place**

105. David Packard of Hewlett-Packard once said, "Marketing is far too important to leave to \_\_\_\_\_."

the advertising boys

uninformed managers

novices

the CEO

**the marketing department**

106. The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.

markets

**sells**

distributes

prices

services

107. \_\_\_\_\_ is the single factor that best indicates social class.

Time

Money

**Occupation**

Fashion

108. Marketing strategies are often designed to influence \_\_\_\_\_ and lead to profitable exchanges.

**Consumer decision making**

Sales strategies

Advertising strategies

Export strategies

109. \_\_\_\_\_ refers to the information a consumer has stored in their memory about a product or service.

Cognitive dissonance

**Product knowledge**

Product research

Marketing research

110. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search, so \_\_\_\_\_ is important.

Order processing

Order booking

**Ready availability**

Information about warranty

111. \_\_\_\_\_ constitutes moderate consumer behavior, but still involves time and effort searching for and comparing alternatives.

**Limited decision making**

Need recognition

Routine decision making

Post purchase evaluation

112. Experimental sources of information for consumers refer to \_\_\_\_\_.

Advertising, marketing, selling, and profit making

**Handling, examining, and trying the product while shopping**

Buying after a demonstration

Buying the product directly from a manufacturer

113. Which of the following is **NOT** one of the four philosophies of marketing?

production orientation

societal marketing orientation

sales orientation

**promotion orientation**

114. Of the four competing philosophies, the Furniture Industry is an example of what kind of orientation:

Sales Orientation

Societal Marketing Orientation

Marketing Orientation

**Production Orientation**

115. Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ offerings that have value for customers, clients, partners, and society at large.

Making, Arranging, Maintaining and Selling

**Creating, Communicating, Delivering, and Exchanging**

Creating, Advertising, Selling, and Transferring

Performing, Displaying, Offering, and Exchanging

116. The focus of marketing today is \_\_\_\_\_.

Value and Satisfaction

Quality and Long Term Relationships

**All of the Above**

None of the Above

117. Which of the following firms emphasizes on product's benefits to the customers rather product attributes?

Product oriented

**Market oriented**



Sales oriented

Production oriented

**118. Products that are usually purchased due to adversity and high promotional back up rather than desire are called:**

Sought goods

Unique goods

**Unsought goods**

Preferred goods

**119. Which product is MOST likely to be purchased through routine decision making?**

Television set

**Soft drink**

Shirt

Car

**120. Luxury products, such as Rolex watches, are also known as:**

**Shopping product**

Convenience product

Emergency product

Specialty product

**121. Which of the following is NOT included as a basic idea in the definition of marketing concepts?**

**Total company effort**

Profit

Productivity

Customer satisfaction

**122. Which of the following is the most recent stage of marketing evolution?**

Marketing department era

Production era

Sales era

**Marketing company era**

123. Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Total company effort

Profit

**Productivity**

Customer satisfaction

124. \_\_\_\_\_ is defined as the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.

**Customer value**

Satisfaction scale

Profit margin

Competitive benefit

125. Which of the following is NOT included in the marketing management process used by the marketing manager to achieve its objectives?

Planning marketing activities

**Raising funds to finance the marketing projects**

Controlling marketing plans

Directing implementation of the marketing plans

126. A channel of distribution is any series of firms (or individuals) who participate in the flow of products to final user or customer.

**True**

False.

127. \_\_\_\_\_ is defined as communication with large numbers of customers at the same time.

Personal selling

Sales promotion

**Mass selling**

All of the above

128.The marketing concept applies to production firms, but not to service industries.

True

**False**

129. In a \_\_\_\_\_orientation, the role of marketing research is to determine customer needs and how well the company is satisfying them.

**Marketing**

Production

Both of the above

None of the above

130.The marketing concept means that an organization aims the majority of its efforts at satisfying customers, at a profit.

True

**False**

131.When a manager focuses on making whatever products are easy to produce, and then trying to sell them, that manager has a \_\_\_\_\_ orientation.

Marketing

**Production**

Sales

Profit

132. Which of the following is NOT consistent with a manager having a marketing orientation?

Inventory levels are set with customer requirements and costs in mind

Customer relationship focuses on customer satisfaction before and after sale, leading to a profitable long-run relationship

**Focus of advertising is on product features and how products are made**

Packaging is designed for customer convenience and as a selling tool

133. Often, the best way to improve customer value, and beat the competition, is to be first to satisfy a need that others have not even considered.

True

**False**

134. It is more costly to retain current customers by satisfying their needs, than to get new customers by taking them away from a competitor.

True

**False**

135. In addition to businesses, the marketing concept is also applicable to \_\_\_\_\_.

Government agencies

Religious groups

Fine arts organizations

All of the above

136. The controllable variables a company puts together to satisfy a target group is called the \_\_\_\_\_.

Marketing strategy

**Marketing mix**

Strategic planning

Marketing concept

137. In order for exchange to occur:

a complex societal system must be involved.

organized marketing activities must also occur.

a profit-oriented organization must be involved.

**each party must have something of value to the other party.**

138. Four competing philosophies strongly influence the role of marketing and marketing activities within an organization. Which if the following is not a component of market orientation?

Customer orientation.

**Profitability orientation.**

Marketing orientation.

Competitor orientation.

139. A market orientation recognizes that:

price is the most important variable for customers.

**market intelligence relating to current and future customer needs is important.**

selling and marketing are essentially the same thing.

sales depend predominantly on an aggressive sales force.

140. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, \_\_\_\_\_ is created.

**customer satisfaction**

planning excellence

a quality rift

a value line

141. A critical marketing perspective is the process of determining:

the value of a product, person, or idea.

how places compete with each other.

**the worth and impact of marketing activities.**

which type of promotional strategy works best.

142. The way in which the product is delivered to meet the customers' needs refers to:

new product concepts and improvements.

selling.

advertising and promotion activities.

**place or distribution activities.**

143. The term 'marketing mix' describes:

a composite analysis of all environmental factors inside and outside the firm.

a series of business decisions that aid in selling a product.

the relationship between a firm's marketing strengths and its business weaknesses.

**a blending of strategic elements to satisfy specific target markets.**

144. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:

Pricing

Distribution

Product development

**Promotion**

145. Which of the following is not an element of the marketing mix?

Distribution.

Product.

**Target market.**

Pricing.

146. In relationship marketing firms focus on \_\_\_\_\_ relationships with \_\_\_\_\_.

short-term; customers and suppliers

**long-term; customers and suppliers**

short-term; customers

long-term; customers

147. A further 3Ps are incorporated into the marketing mix:

physical evidence, process and price.

process people and promotion.

physical evidence, people and production.

**physical evidence, process and people.**

148. A marketing philosophy summarized by the phrase 'a stronger focus on social and ethical concerns in marketing' is characteristic of the \_\_\_\_\_ period.

production

sales

marketing

**societal marketing**

149. Which of the following statements is correct?

Marketing is the term used to refer only to the sales function within a firm.

Marketing managers don't usually get involved in production or distribution decisions.

Marketing is an activity that considers only the needs of the organization; not the needs of society as a whole.

**Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.**

150. The term marketing refers to:

new product concepts and improvements.

advertising and promotion activities.

**a philosophy that stresses customer value and satisfaction.**

planning sales campaigns.

151. Which of the following involves designing and manufacturing the container or wrapper for a product?

Labeling

**Packaging**

Branding  
Product line

152. The basic role of promotion is \_\_\_\_\_.

Information

Manipulation

**Communication**

Interpretation

153.If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of \_\_\_\_\_ in the promotional mix.

**Advertising**

Sales promotion

Personal selling

Publicity

154.A consumer contest is an example of \_\_\_\_\_.

Personal selling



## **Sales promotion**

Advertising

Indirect selling

155. Advertising appropriations are largest for which type of product?

Industrial products

**Convenience goods**

High-priced products

Specialty goods

156. A television advertisement showing the safety features of the Volvo 240 DL would be best classified as which of the following?

**Product advertising**

Pioneer advertising

Defensive advertising

Societal marketing

157. Need becomes \_\_\_\_\_ when they are directed towards a specific object.

Actual need

**Want**

Satisfaction

Demand

158. Which of the following BEST describes the consumer's preference for products that are widely available to them?

**Production concept**

Marketing concept

Selling concept

Product concept

159. Buying and selling of mass consumer goods and services comes under which of the following markets?

Business markets

Global markets

**Consumer markets**

Government markets

160. Which one of the following BEST describes the human need?

**Food**

French-fries

Burger

Pizza

161. Which of the following firms emphasis on product's benefits to the customers rather than on product attributes.

Product oriented

**Market oriented**

Sales oriented

Production oriented

162. All of the following are the examples of unsought goods EXCEPT:

**Course books**

Encyclopedia

Funeral plots

Insurance policy

Unsought Goods

163. While considering the place for a product which of the following is important for customer.

Communication

**Convenience**

Cost

Solution

164. Market –oriented firms focus on:

Retailers

Distributors

**Customers**

Wholesalers

165. Price is the only element in the marketing mix that produces:

Fixed cost

Expense

Variable cost

**Revenue**

166. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.

Specialty

**Convenience**

Unsought

Augmented

167. Which of the following is NOT included in product decisions?

Styling

Brand name

**Warehousing**

Packaging

168. Which of the following takes place at retailer's end?

Promotion

Placing

Pricing

**Exchange**

169. Aggressive selling is a characteristic of which of the following concept of marketing?

Select correct option:

Production concept

Marketing concept

**Selling concept**

Product concept

170. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?

Label

Co-brand

**Brand**

Product

171. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called:

Product Cost

**Product Value**

Product need

Product Satisfaction

172. According to the text, a product is

**everything the customer receives in an exchange.**

the physical object the customer receives in an exchange.

the service that is rendered to a customer.

the idea that the customer receives in an exchange.

173. An example of a convenience consumer product is

stereo equipment.

**petrol.**

a motorcycle.

a bicycle.

athletic shoes.

174. Which one of the following is NOT an industrial product?

oil to be refined into fuel for homes

transistors used as components for portable radios

paper, pens, and glue used in bank branch offices

**computer software to help people complete personal tax forms**

175. Sai Nath called several airlines to compare rates and chose a flight on British Midland as it had a better reputation for service and competitive prices. The airline ticket is an example of which type of product?

A)convenience

**B)shopping**

C)specialty

D)unsought

176. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as \_\_\_\_\_ products.

shopping

**convenience**

industrial

specialty

unsought

177. Large tools and machines used in a production process for a considerable length of time are classified as

**major equipment.**

accessory equipment.

component parts.

raw materials.

consumable supplies.

178. Items that are purchased routinely, do not become part of the final physical product, and are treated like expense items rather than capital goods are called

raw materials.

major equipment.

**accessory equipment.**

component parts.

process materials.

179. Products that are used directly in the production of a final product but are not easily identifiable are categorised as

accessory products.

component parts.

consumable supplies.

assembly components.

**process materials.**

180. Industrial products are

purchased for personal consumption.

frequently purchased for both their functional aspects and their psychological rewards.

**traditionally classified according to their characteristics and intended uses.**

not purchased by non-business organisations.

181. A company designs the product with little or no input from customers, the company is practicing which of the following concept?

**Product concept**

Marketing concept

Selling concept

Production concept

182. Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports?



Product

Price

**Place**

Promotion

183. Which of the following is NOT a part of marketing communication mix?

**Telemarketing**

Public relations

Sales promotion

Advertising

184. A dissonance-reducing buying behavior is designed to probe consumers' hidden, subconscious motivations.

True

**False**

185. Consumer buying behavior refers to the buying behavior of businesses.

True

**False**

186. A fundamental part of the distribution function is to get the product:

**To the right place at the right time**

Launched into new markets

To intermediaries

To market to avoid channel conflict

187. The \_\_\_\_\_ identifies the product or brand.

Container

**Label**

Advertisement

Warranty

188. A(n) \_\_\_\_\_ product exceeds customer expectations.

Strategic

Superior

**Augmented**

Anticipated

189. Which of the following are products and services bought by final consumers for personal consumption? These include convenience products, shopping products, specialty products, and unsought products.

Material and parts

**Consumer products**

Industrial products

Capital items

190. The skimming, penetration, bargaining and bundling are decided in the \_\_\_\_\_ of the Marketing Mix strategy.

**Price Decisions**

Place Decisions

Product Decisions

Promotion Decisions

191. Low Consumer involvement in purchase and little significant brand difference comes in which types of buying behaviors.

Complex

buying

behavior

Dissonance-reducing

buying

behavior

Habitual

buying

behaviors

**Variety-seeking buying behaviors**

192. Distribution of product to get it in the markets refers to which of the following activities?

Selling Activities

Advertising activities

Promotion Activities

**Place or distribution activities**

193. How many stages are involved in the consumer buying / adoption process?

Six

Seven

Three

**Five**

194. Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social

**Personal**

Business

195. “ Buy it now” refers to which one of the following options?

**Personal selling**

Advertising

Sales promotion

Publicity

196. At least how many parties should be included in “Exchange”?

**Two**

Three

Four

Five

197. The buyer decision process consists of five stages. Which of the following is NOT one of these stages?

Evaluation of Alternatives

Information search

**Variety-seeking buying behavior**

Post purchase behavior

198. You are planning to install a steel manufacturing plant in your city. For that purpose you want to have a supplier who supplies you the steel in raw form for manufacturing. Here supplier supplies you which of the following form of industrial product?

**Material and parts**

Capital items

Supplies and services

None of the given options

199. “How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

Product

Price

Place

**Promotion**

200. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

Straight rebuy purchase

Delayed purchase

**New-task purchase**

Modified rebuy purchase

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